



MINISTRY OF TOURISM
CAMBODIA



WELCOME TO

CAMBODIA

A JOURNEY TO AN EXOTIC
DESTINATION IN ASIA.

10th UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategy, 27 March- to- 2nd April 2016, Seoul, Korea

Human Capital Development in Tourism

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OVERVIEW **OF THE KINGDOM**



Location: SE Asia
bordering Thailand, Laos, Vietnam,
& the Gulf of Thailand.

Area: 181,035 km²

Population: 15 Mil

Capital: Phnom Penh

Climate: tropical monsoon;
-Dry season (Nov. to Apr.)
-rainy season (May to Oct.)

AND CAMBODIA TOURISM MAP



Tourism of Culture & Nature

Siem Reap

Eco-Tourism Area

Phnom Penh & Its Surroundings

Coastal Area

Statistic Report 2015

- 2015, Cambodia received of 4,775.231 international tourist arrivals with is increased of 6.1% compared to 2014
- Top Ten Markets Arrivals in 2015 first is Vietnam (987,792) and then follow by China(694,712), Lao PDR (405,359), Republic of Korea(395,259), Thailand (349,908), U.S.A (217,510), Japan(193,330), UK(154,265) Malaysia(149,389) and the last one is France(145,724).

Central and Provincial level

- **Strengths,**
 - Peace, political stability & public security, Tourism Potentials
 - Fully designed laws and monitoring for industry support
 - Infrastructure development(Air access , Road access and Water access)
 - Quality tourism products and services
 - Facilitation of travel and transportation, Open-sky policy
 - Smoothly Collaborating with NGOs/Universities/ Civil society/
Education Institutions/Government/ in line Ministries
 - Regional and Intraregional Cooperation

Central and Provincial Level

❖ Weakness

➤ Lack of

- Education (Firstly, needed in capacity building for officials both Central and Provincial level in tourism sector);
- Networking and Cooperation among those levels
- Needed Infrastructure (roads to in district and Provincial towns);
- Management(Monitoring the environment performance of tourism)
- Promotion (Budgets is limited)
- Facilitation of travel and transportation
- Regulations or Laws(Develop laws and monitoring of industrial tourism).

Destination Human Capital SWOT

Central and Provincial Level

❖ Opportunities

- Support good governance and policy to encourage tourism training program by all in line institutions
- Smoothly Cooperation between Central and Local Government /NGOs/ Private Sectors/Associations/ Education Institutions /Universities/ Regional and Intra-Regional

❖ Threats

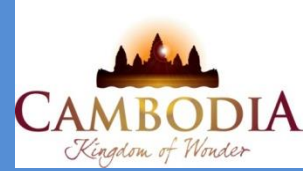
- Poor of Capacity Building / HRD
- Poor Managing
- Poor Product of Diversification
- Poor of Promotion
- **Budgets is limited**

Stake Holder Analysis

- ❖ Government / NGOs Donors/ Education Institutions /Communities/ Civil Society/ Private Sectors
 - In Developing Sustainable Tourism, various stakeholders need to be brought together to present different interests,
 - Government should seek to develop structure that (1) engage stakeholders in the formulation of a strategy and policies for destination human capital and (2) ensure effective coordination of actions and ongoing dialogue
 - Government also has set up, a public private sector Working Group for mutual consultations and committee for Destination Human Capital through tourism which includes representatives of relevant ministries
 - Sufficient attention to sustainable tourism, participatory structures, effective partnerships, long-term political support (technical, competence and sufficient allocation of resources

Conclusion

The present situation of Cambodia Tourism as well as the analyses on SWOT of each specific tourist destinations human capital in Cambodia, the importance of HRD for development of a sustainable tourism sector and has identified the need to improve both international and internal tourist markets. The report also expresses the very important role the Royal Government of Cambodia in the budgeting for the development tourism and the practical cooperation with the private tourism sectors. It also identified a number of obstacles that are restricting tourism development. International influences play a major role in developing effective HRD and improvement to Cambodia tourism.



Thank you

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